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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)
)
Amendment of Section 73.202(b),)
Table of Allotments,) RM-
FM Broadcast Stations)
(Columbia City, Florida))

TO: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

PETITION FOR RULEMAKING

Max Media ("Max"), by counsel and pursuant to Section 1.401 of the Commission's rules, hereby petitions the Commission to initiate a rulemaking proceeding to amend the FM Table of Allotments in Section 73.202(b) of the Commission's rules so as to allot FM Channel 243A to Columbia City, Florida. In support whereof, the following is respectfully shown.

Columbia City, Florida is an unincorporated community in Columbia County, Florida located on Florida State Route 47, approximately six miles southwest of Lake City, Florida. The community presently has no other broadcast stations or allotments. The reference coordinates are north latitude 30-03-54, west longitude 82-42-00. A technical exhibit attached hereto demonstrates that Channel 243A can be allotted to Columbia City at this reference site without violating any of the Commission's separation rules.

Although Columbia City is not a separately incorporated political entity and is not a census designated place, it does have many of the indicators of a community which, under the

Commission's criteria, would qualify it for an FM allotment. Columbia City is a growing center of commercial and cultural activity.

Official highway signs authorized by Columbia County identify Columbia City when approached from both the north and the south on State Route 47. From informal observation, it appears that Columbia City includes approximately 100 single-family homes. The community is experiencing growth. Many new homes under construction can be seen in the community.

Columbia City Elementary School is a modern design brick school located in the community on Route 47. There are four churches in Columbia City. The Columbia City Volunteer Fire Department operates in a newly constructed fire station which houses approximately ten emergency vehicles. Commercial businesses in the community include two large modern convenience stores, a beauty shop, and a cabinet/woodworking factory.

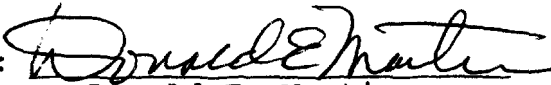
These facts demonstrate that Columbia City is a bona fide community and merits an FM allotment.

If the Commission allots the requested channel to Columbia City, Max Media will file an application for authority to construct a new station on that channel, and if that application is granted, Max Media will promptly construct the station and initiate new aural service.

Wherefore, Max Media urges the Commission to grant this Petition and to initiate a rulemaking proceeding to consider amending Section 73.202(b) of the rules and allotting Channel 243A to Columbia City, Florida.

Respectfully submitted,

MAX MEDIA

By: 
Donald E. Martin

DONALD E. MARTIN, P.C.
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Washington, D.C. 20036
(202) 887-5070

Its Attorney

November 19, 1997

GRAHAM BROCK, INC.

BROADCAST TECHNICAL CONSULTANTS

PETITION FOR RULE MAKING
MAX MEDIA
NEW FM STATION ALLOTMENT
CHANNEL 243A - 96.5 MHz
COLUMBIA CITY, FLORIDA
November 1997

TECHNICAL EXHIBIT

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PETITION FOR RULE MAKING
MAX MEDIA
NEW FM STATION ALLOTMENT
CHANNEL 243A - 96.5 MHz
COLUMBIA CITY, FLORIDA
November 1997

1. This Technical Statement and attached exhibits are prepared on behalf of Max Media ("MM"), a petitioner requesting the amendment of §73.202(b) of the Commission's rules by allotting Channel 243A to Columbia City, Florida. The allotment of this channel will provide Columbia City with its first local licensable aural service.

2. Columbia City is located in central Columbia County, Florida (adjacent to Lake City, Florida). Although Columbia City is not an incorporated community, it does have unique identity, definite community boundaries, a local volunteer fire department, a local elementary school and local businesses which identify with the community.

3. Channel 243A can be allotted to Columbia City, Florida, without the imposition of a site restriction at North Latitude 30° 03' 54" and West Longitude 82° 42' 00". Exhibit #1 is a usable area map demonstrating the Channel 243A clearance to other facilities. Exhibit #2 is a §73.207 allocation printout demonstrating compliance with the Commission's spacing standards.

4. Therefore, MM requests the Commission amend §73.202(b) as follows:

Columbia City,

Present

Proposed

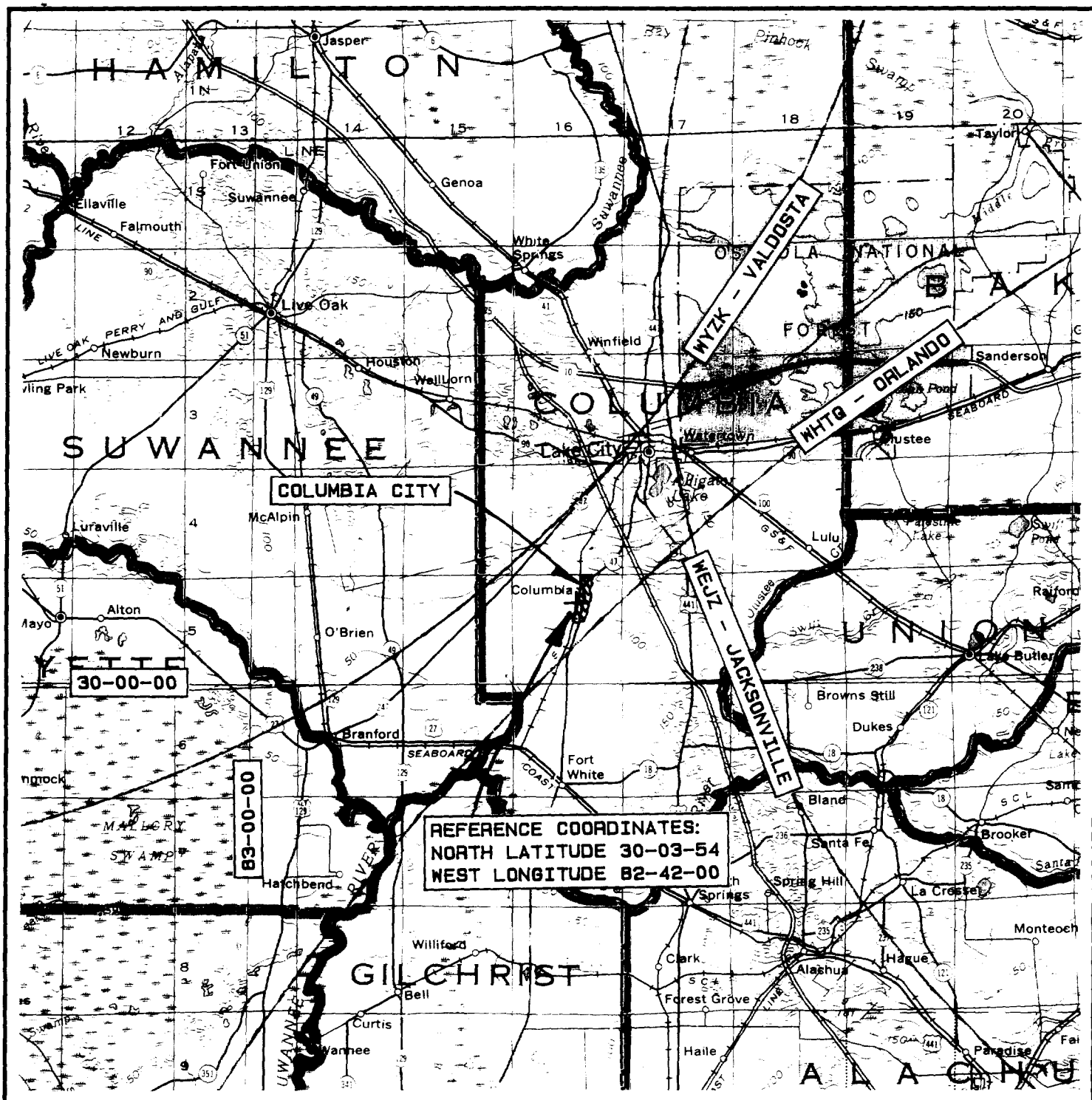
None

243A

5. The allotment of Channel 243A to Columbia City, Florida, will provide first locally licensable service to the community (there are presently no AM or FM facilities licensed (or allotted) to Columbia City. A maximum Class A facility, from the proposed reference site, would provide 1.0 mV/m aural service to 54,816 persons in 2,514.2 square kilometers.

6. When Channel 243A is allotted to Columbia City, Florida, Max Media will file an application, FCC Form 301, on a timely basis, for authorization to construct and operate the new FM station on Channel 243A in Columbia City.

7. This Technical Statement and attached exhibits were prepared on behalf of Max Media by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. Should questions arise during consideration of this petition, we welcome the opportunity to discuss the matter by phone at 912-638-8028. All data relating to authorized, applied for or proposed facilities was extracted from the NTIA database. We assume no liability for omissions or errors in that database.



243A - USABLE AREA

MAP IS A PORTION OF THE USGS 500,000 SCALE
STATE BASE MAP 'FLORIDA'

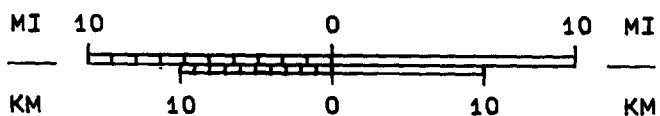


EXHIBIT #1

MAX MEDIA
NEW FM RADIO STATION
PROPOSED RULE MAKING
CHANNEL 243A - 96.5 MHZ
COLUMBIA CITY, FLORIDA
NOVEMBER 1997

GRAHAM BROCK, INC.

BROADCAST TECHNICAL CONSULTANTS

PETITION FOR RULE MAKING
MAX MEDIA
NEW FM STATION ALLOTMENT
CHANNEL 243A - 96.5 MHz
COLUMBIA CITY, FLORIDA
November 1997

EXHIBIT #2

Graham Brock Inc. - Broadcast Technical Consultants
St. Simons Island GA - Washington DC

NEW FM RADIO STATION
COLUMBIA CITY, FLORIDA

REFERENCE		DISPLAY DATES
30 03 54 N	CLASS A	DATA 11-14-97
82 42 00 W	Current rules spacings	SEARCH 11-14-97
----- CHANNEL 243 - 96.5 MHz -----		

CALL TYPE	CH# LAT	CITY LNG	STATE PWR	BEAR' HT	D-KM D-Mi	R-KM R-Mi	MARGIN (KM)
WHTQ	243C	Orlando	FL	135.9	227.95	226.0	1.95 <
LI CN	28 34 51	81 04 32	100.000 kW	487M	141.7	140.5	
	Infinity Holdings Corporation				BLH850513KL		
WYZK.A	244C2	Valdosta	GA	317.7	111.94	106.0	5.94
AP CN	30 48 28	83 29 22	31.000 kW	190M	69.6	65.9	
	CDJ, Inc.				BMPH961122ID		
WYZK.C	244C2	Valdosta	GA	316.7	114.43	106.0	8.43
CPM CN	30 48 43	83 31 20	50.000 kW	150M	71.1	65.9	
	CDJ, Inc.				BMPH940802IE 980406		
WEJZ	241C	Jacksonville	FL	74.0	105.74	95.0	10.74
LI CN	30 19 22	81 38 34	100.000 kW	300M	65.7	59.0	
	Renda Broadcasting Corporatio				BLH881109KA		
WKQL	245C	Jacksonville	FL	77.6	111.83	95.0	16.83
LI CY	30 16 34	81 33 53	100.000 kW	309M	69.5	59.0	
	SFX Acquisition Corporation				BLH900420KA		

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT

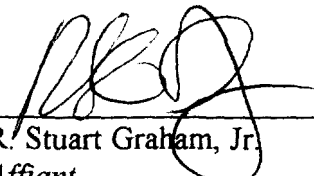
State of Georgia)
St. Simons Island) ss:
County of Glynn)

R. STUART GRAHAM, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Max Media to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He is a graduate of Auburn University and has been active in Broadcast Engineering since 1972.

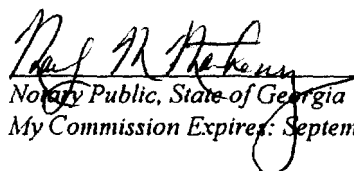
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 14th day of November, 1997.



R. Stuart Graham, Jr.
Affiant

*Sworn to and subscribed before me
this the 14th day of November, 1997*



Notary Public, State of Georgia
My Commission Expires: September 12, 1999